

Case: Global Sourcing at Nike

Preparation questions:

1. Which factors should Nike take into account when choosing countries where its sportswear will be manufactured?
2. Describe benefits and sanctions that Nike is using as incentives for its suppliers to improve working conditions. Evaluate the effectiveness of these benefits and sanctions.
3. Do you think that Nike should be more involved in the collective industry-level initiatives to improve working conditions at suppliers' factories? Evaluate advantages and potential problems associated with these industry-level initiatives.
4. Which of Nike's initiatives to improve working conditions at its suppliers' factories you would recommend for other companies to replicate? Why the solutions used by Nike can be less effective when used by other companies?